

THE NEW DO

American Male blends metro and retro barbershop

By Kieran Casey

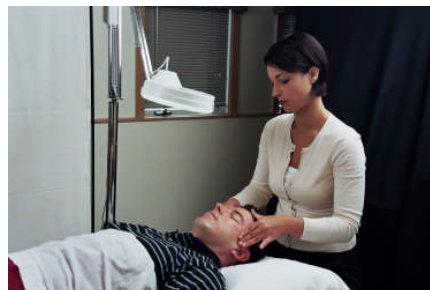
American Male will do to the men's haircut what Starbucks did to the cup of coffee by changing the whole experience for the better. Much like the long-gone days of a fulfilling 50-cent cup of joe, so too will the \$13 trim that never managed to come out right be a thing of the past.

Beautiful and hip stylists, a trendy male-only clientele, multiple TV screens, the ability to check e-mails or send a fax or even drink a beer while you wait are all part of the American Male experience that makes grooming an event rather than a chore.

Kyle Brooks and Steve Chernekoff teamed up to give Philly its first taste of the traditional, manly barbershop on the edge of styling. Looking down on pedestrian traffic outside Two Liberty Place, American Male boasts floor-to-ceiling windows and an unfinished look to give it an MTV-Times Square vibe.

The signature service is the Quality Grooming Experience (\$38): 10 steps of ultimate comfort highlighted by a warm paraffin hand dip, which is like Chapstick for your hands, a mini-facial and scalp massage, and an energizing shampoo – all before you even get to the haircut and eventually styling.

American Male has also teamed up with Barneys of New York to offer Sharps Barber and Shop products, used by Hollywood's A-List stars such as Colin Farrell and Matt Damon to help them achieve their looks. While the Sharps Shave Gel may send tingles down your face as it goes on, you can feel its healing and hydrating effect hours afterward. Say goodbye to the nicks and burns of your old man's products. Sharps Guck-in-a-Puck also gives men a quick combination of gel and wax in one, vital to those who are on the run but want to look good doing it.



Additional services such as chest, back and eyebrow waxing, manicures, pedicures and facials are also provided in private rooms at reasonable prices and away from the glare of the street and the glow of multiple TV screens. While appointments are the most time efficient for executives, walk-ins are welcome.

American Male is even changing the pre-wedding experience. Groomsmen can come in the morning of their wedding and make it a private clubhouse where they can be groomed while they have cocktails and watch ESPN. It's a perfect thank-you gift for the boys in the wedding party.

Make no mistake, the Quality Grooming Experience will become the new standard for men much like the buzz cut was when you were younger. It is only a matter of time until this male-only grooming catches on.



a full service salon for guys